

Contract Agreement Between:

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

Strategic Media Placement OH
7669 Stagers Loop
Delaware, OH 43015

Contract / Revision 966694 /		Alt Order #
Product GENERAL		
Contract Dates 10/24/12 - 10/30/12		Estimate # 3053
Advertiser Mandel/R/Senator		Original Date / Revision 10/23/12 / 10/23/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WLWT	Account Executive Bob Sommerkamp	Sales Office Cincinnati
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLWT	10/24/12	10/30/12	6-7a news	6-7a		:30			NM	5	\$4,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--111--				3	\$800.00			
	Week:	10/29/12	11/04/12	11-----				2	\$800.00			
N 2	WLWT	10/25/12	10/30/12	12-1230p M-F news	12-1230p		:30			NM	3	\$1,350.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---1---				1	\$450.00			
	Week:	10/29/12	11/04/12	11-----				2	\$450.00			
N 3	WLWT	10/24/12	10/30/12	1230-1p	1230-1p		:30			NM	3	\$900.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--1----				1	\$300.00			
	Week:	10/29/12	11/04/12	11-----				2	\$300.00			
N 4	WLWT	10/25/12	10/30/12	Days of Our Lives	1-2p		:30			NM	2	\$160.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---1---				1	\$80.00			
	Week:	10/29/12	11/04/12	-1-----				1	\$80.00			
N 5	WLWT	10/24/12	10/25/12	5-530p M-F news	5-530p		:30			NM	2	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--11---				2	\$1,000.00			
N 6	WLWT	10/24/12	10/30/12	530-6p M-F news	530-6p		:30			NM	5	\$5,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--111--				3	\$1,000.00			
	Week:	10/29/12	11/04/12	11-----				2	\$1,000.00			
N 7	WLWT	10/24/12	10/30/12	6-630p M-F news	6-630p		:30			NM	5	\$5,000.00
		Class of Time - Pre-emptible with notice										

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Contract Agreement Between:



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<u>Contract / Revision</u> 966694 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/24/12 - 10/30/12	<u>Product</u> GENERAL	<u>Estimate #</u> 3053
<u>Advertiser</u> Mandel/R/Senator		<u>Original Date / Revision</u> 10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 --111-- 3 \$1,000.00 Week: 10/29/12 11/04/12 11----- 2 \$1,000.00												
N 8	WLWT	10/24/12	10/30/12	11-1135p M-Su	11-1135p		:30			NM	6	\$10,200.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 --111-- 4 \$1,700.00 Week: 10/29/12 11/04/12 11----- 2 \$1,700.00												
N 9	WLWT	10/28/12	10/28/12	Late News after NFL	Late News		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$1,500.00												
N 10	WLWT	10/27/12	10/28/12	Sa/Su 5-6a News	Sa/Su 5-6a		:30			NM	1	\$200.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----SS 1 \$200.00												
N 11	WLWT	10/25/12	10/30/12	NBC Tonight Show	1135-1237a		:30			NM	3	\$1,950.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---1--- 1 \$650.00 Week: 10/29/12 11/04/12 11----- 2 \$650.00												
N 12	WLWT	10/24/12	10/28/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	2	\$330.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----11 2 \$165.00												
N 13	WLWT	10/24/12	10/28/12	NBC Saturday Today	Sa8-10a		:30			NM	1	\$200.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S- 1 \$200.00												
N 14	WLWT	10/24/12	10/27/12	Sa 10-11a News	Sa 10-11a		:30			NM	1	\$150.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S- 1 \$150.00												
N 15	WLWT	10/28/12	10/28/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	1	\$135.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$135.00												
N 16	WLWT	10/24/12	10/28/12	NBC Sunday Today	Su8-9a		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$1,500.00												
N 17	WLWT	10/24/12	10/28/12	Su 9-10a News	Su 9-10a		:30			NM	1	\$900.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$900.00												
Totals											43	\$35,475.00

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966694 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	GENERAL	3053

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel/R/Senator	10/23/12 / 10/23/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	28	\$23,595.00	\$20,055.75
10/29/12 - 10/30/12	15	\$11,880.00	\$10,098.00
Totals	43	\$35,475.00	\$30,153.75

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: JOSH MANDEL, a legally

qualified candidate of the REPUBLICAN political

party for the office of: UNITED STATES SENATE

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

CITIZENS FOR JOSH MANDEL INC 50 WEST BROAD ST #1900 COLUMBUS, OH 43215

The name of the treasurer of the candidate's authorized committee is:

KATHRYN D KESSLER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

NO PERMIT DISCRIMINATION ON THE BASIS

To Be Signed By Candidate or Authorized Committee

Signature _____

☐ Rejected

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, KEGAN BERAN

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

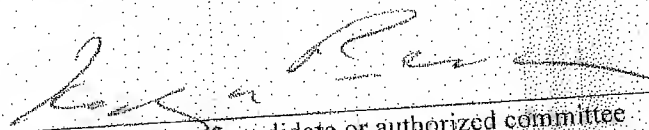
☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

KEGAN BERAN

printed name

4/16/12

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.